

Obi Anthony

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PROFESSIONAL SUMMARY

Creative and strategic Marketing and Public Relations specialist offering expertise in social media management, media relations, partaking in Marketing and PR campaigns. I enjoy creative problem solving and getting exposure on multiple projects. I will excel in the collaborative environment of your company. I am a team player who offers creativity and professionalism.

PROFESSIONAL SKILLS

- Market research
- Brand management
- Promotional campaigns
- Social Media Marketing
- Search Engine Optimisation
- Search Engine Marketing
- Digital marketing
- Advertising coordination
- Product Development
- Customer Management
- Microsoft Office Suite
- Social Media Management
- Google Analytics/Adwords
- CRM Tools

WORK EXPERIENCE

Marketing Manager

Radeus Business Technology

April 2022 – February 2023

- Developing and implementing marketing strategies for new products.
- Developed and led team's efforts to increase online presence.
- Planning, directing and executing corporate events.
- In charge of handling and maintaining relations with clients.
- Confer with production, graphic design and web-design personnel to coordinate production of corporate communications materials.
- Developing and implementing public relations strategies.
- Analysing marketing performance using different metrics and tools available.

Marketing Manager

Gemnita Hair

January 2021– February 2022

- Developed marketing strategies and campaigns to promote the brands.
- Analysed data and metrics to evaluate the effectiveness of marketing campaigns and refine strategies accordingly.
- Collaborated with other teams to develop integrated marketing campaigns.
- Conducted market research to identify consumer needs, preferences, and behaviours.
- Implemented strategies that grew total following to 12k followers, which simultaneously increased sales volume.
- Analysed market trends and consumer behavior to develop marketing campaigns that resonate with the target audience.

Social Media Manager

Kunmi Exchange

May 2020 – January 2021

- Created the content calendar across the social platform to coincide with new marketing strategies.
- Completed competitive research and benchmarking to further understand target audience and goals.
- Monitor online presence of company's brand and engage with users, strengthening customer relationship.
- Analysed and reported social media and online marketing campaign result.

EDUCATION CERTIFICATION

University of Lagos

Bachelor of Science [B.Sc] – Mass Communication
Major in Public Relations and Advertising
2016 – 2020

Google Digital marketing Skills

Fundamentals of Digital Marketing